

CONTRACT



KTXL-TV
4655 Fruitridge Road
Sacramento, CA 95820-5299
(916) 454-4422

<u>Contract / Revision</u> 373674 /		<u>Alt Order #</u> 06236349
<u>Product</u> SEIU		
<u>Contract Dates</u> 10/02/12 - 10/08/12		<u>Estimate #</u> 1433
<u>Advertiser</u> SEIU-Service Employees Int'l Union		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTXL	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 112	<u>Product Code</u> 119
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
3050 K St NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
D 1	40	10/02/12	10/08/12	M-F 11a-12p	11a-12p		:30			NM	0	\$0.00
D 2	40	10/02/12	10/08/12	M-F 3p-4p	3p-4p		:30			NM	0	\$0.00
D 3	40	10/02/12	10/08/12	M-F 5p-530p	5p-530p		:30			NM	0	\$0.00
D 4	40	10/02/12	10/08/12	FOX 40 Live @ 5a	5a-6a		:30			NM	0	\$0.00
D 5	40	10/02/12	10/08/12	FOX40 News at 6	M-F 6p-630p		:30			NM	0	\$0.00
D 6	40	10/02/12	10/08/12	FOX 40 Live @ 6a	6a-7a		:30			NM	0	\$0.00
D 7	40	10/02/12	10/08/12	M-F 7p-730p	7p-730p		:30			NM	0	\$0.00
D 8	40	10/02/12	10/08/12	FOX 40 Live @ 7a	7a-8a		:30			NM	0	\$0.00
D 9	40	10/02/12	10/08/12	M-F 730p-8p	M-F 730p-8p		:30			NM	0	\$0.00
D 10	40	10/02/12	10/08/12	FOX 40 Live @ 8a	8a-9a		:30			NM	0	\$0.00
D 11	40	10/02/12	10/08/12	9a-10a News	9a-10a News		:30			NM	0	\$0.00
D 12	40	10/08/12	10/08/12	Mon Prime A	8p-9p		:30			NM	0	\$0.00
D 13	40	10/08/12	10/08/12	Mon Prime B	9p-10p		:30			NM	0	\$0.00
D 14	40	10/06/12	10/06/12	College Football	Sat 4-730p		:30			NM	0	\$0.00
D 15	40	10/06/12	10/06/12	Sa 5p-530p	Sa 5p-530p		:30			NM	0	\$0.00
D 16	40	10/06/12	10/06/12	Prime Following Sports	Sa 8-830p		:30			NM	0	\$0.00
D 17	40	10/06/12	10/06/12	Prime Following Sports	Sa 830-9p		:30			NM	0	\$0.00
D 18	40	10/06/12	10/06/12	Prime Following Sports	Sa 9-930p		:30			NM	0	\$0.00
D 19	40	10/06/12	10/06/12	Prime Following Sports	Sa 930-10p		:30			NM	0	\$0.00
D 20	40	10/07/12	10/07/12	Su 5p-530p	Su 5p-530p		:30			NM	0	\$0.00
D 21	40	10/07/12	10/07/12	Su 6p-7p	Su 6p-7p		:30			NM	0	\$0.00
D 22	40	10/07/12	10/07/12	Su 8a-9a	8a-9a		:30			NM	0	\$0.00
D 23	40	10/04/12	10/04/12	X Factor Thur	Thu X Factor 8-9p		:30			NM	0	\$0.00
D 24	40	10/04/12	10/04/12	Thur Prime B	9p-10p		:30			NM	0	\$0.00
D 25	40	10/02/12	10/08/12	M-Sun 10p-11p News	M-Sun 10p-11p		:30			NM	0	\$0.00
D 26	40	10/02/12	10/08/12	M-Sun 530-630p News	M-Sun 530-6p		:30			NM	0	\$0.00
D 27	40	10/03/12	10/03/12	X Factor Wed	Wed X Factor 8-9p		:30			NM	0	\$0.00
Totals											0	\$0.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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Signature: _____ **Date:** _____

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